

CONTENT STANDARD

Students in Wisconsin will explore careers and develop skills necessary to make meaningful decisions in a variety of business careers. Students will develop a career cluster focus based on their career development process.

Rationale: Career development encompasses an individual's total life. In our changing society, career enhancements and career changes will become common. Individuals must be able to use the tools, resources, and guidance made available to them to make informed decisions.

PERFORMANCE STANDARDS

- K.12.1 Assess and analyze personal talents and interests as they relate to career decisions
- K.12.2 Describe how personal qualities transfer from school to work
- K.12.3 Identify ways to overcome weaknesses and capitalize on strengths
- K.12.4 Update and present career portfolio that includes career research materials and work samples
- K.12.5 List sources of training related to career plan
- K.12.6 Analyze projected career opportunities and trends
- K.12.7 Create a career and education (lifework) plan for transition from high school
- K.12.8 Demonstrate habits needed for career success
- K.12.9 Experience paid/unpaid work opportunities
- K.12.10 Explain the benefits of community involvement
- K.12.11 Discuss social and ethical standards of the workplace
- K.12.12 Prepare documents for a job campaign
- K.12.13 Participate in a mock interview
- K.12.14 Describe employment trends in the workplace

Prepare a Personal Career Portfolio

Standards

- K.12.1 Assess and analyze personal talents and interests as they relate to career decisions
- K.12.2 Describe how personal qualities transfer from school to work
- K.12.3 Identify ways to overcome weaknesses and capitalize on strengths
- K.12.4 Update and present career portfolio that includes career research materials and work samples

Directions

In this activity you will prepare or update your personal career portfolio.

1. Obtain a portfolio to use for this task. Your instructor may specify a specific type; options include 3-ring binders, pocket folders, file folders, large envelopes, etc. Put your name on the portfolio.
2. Complete at least two skill/aptitude instruments. Match your skills with tasks performed by workers in three different careers. Write a summary of your findings. Include the following:
 - Three skills or aptitudes you possess
 - At least three jobs or careers that require those skills
 - A description of how your skills would be beneficial for each career

Place the results from the instruments and your written summary in your portfolio.

3. Prepare a one-page summary of how your work and personal values will affect your career choices. Place your summary in your portfolio.
4. Complete the Personal Qualities Activity Sheet. Place it in your portfolio.
5. Complete the Personal Weaknesses Action Plan. Place it in your portfolio.
6. Choose at least five visual or written samples of your work performance. Place them in your portfolio.
7. Create a list of ten career research sources. Include local, state, and national resources such as web sites, career center addresses, etc. Place your list in your portfolio.
8. Conduct a job search using two of the sources you identified. Search for jobs related to your personal talents and interests. Place your search results in your portfolio.
9. Present your portfolio in a personal meeting with your instructor.

Personal Qualities Activity Sheet

Personal Qualities

Personal qualities are those life skills that are required for most every occupation. Personal qualities include: acting responsibly, thinking critically, working productively and communicating clearly. In the space below, identify three of your personal qualities and then give an example of how you have demonstrated each quality recently.

Personal Quality	Example



Personal Weaknesses Action Plan

Personal Weaknesses

In the space below, identify three personal weaknesses you would like to overcome. Then indicate an action you can take to work on each weakness.

Personal Weakness	What You Will Do To Overcome the Weakness

Student Name _____ Date _____

Career Portfolio*Scoring Standard*

You must achieve a "yes" rating on each criterion to demonstrate competence.

Scoring Guide

Criteria	Rating	Comments
1. You prepare at least a one-page written summary of how your skills and aptitudes match general career tasks using the results of at least two skill/aptitude tests	yes no	
2. Portfolio includes the results of two skill/aptitude tests	yes no	
3. Portfolio includes a summary matching your skills to three different careers	yes no	
4. Portfolio includes a one-page summary of how your work and personal values will affect your career choices	yes no	
5. Portfolio includes a completed Personal Qualities Activity Sheet	yes no	
6. Portfolio includes the Personal Weaknesses Action Plan	yes no	
7. Portfolio includes at least five visual or written samples of your work performance	yes no	
8. Portfolio includes a list of ten career research sources	yes no	
9. Portfolio includes search results from two job search sources	yes no	
10. You present your portfolio to your instructor in a meeting	yes no	

Teacher _____ Date _____

Directions to Teacher

1. Review the directions and scoring guide for the portfolio.
2. Establish timelines for the portfolio pieces.
3. Set up a schedule for portfolio presentations. (You might have students practice with a peer first.)

Create a Career Map

Standards

- K.12.5 List sources of training related to career plan
K.12.7 Create a career and education (lifework) plan for transition from high school

Directions

For this activity, you will create a career plan outlining the post-secondary education and training needed for your career choice. To create your career portfolio complete the following activities:

1. Complete the Job Preferences activity sheet. Choose two careers you would like to research for this activity.
2. Write a one-page paper for each career choice. Include the following information:
 - The skills and aptitudes needed for the career. Use any available resources—the Internet, magazines, friends and family members. Find out the specific skills and aptitudes needed.
 - The type of education needed for the career. Should you go to a four-year college, a two-year technical school, etc.? Is a master's degree appropriate?
 - The kinds of jobs you could get now (in high school) that would give you an opportunity to gain some experience valuable to this career choice.
 - The advantages and disadvantages of the career.
 - The salary range for the career choice.
 - The projected market for workers in the career.
3. Draw a map detailing what you need to do to make each of these careers a reality. Start with where you are now and include work experience, community service experience, high school courses, post-secondary education, professional exams, continuing education or other experiences you need to start the career.

Job Preferences

Aptitudes

Part I: Think about yourself, your friends and family members. Looking at the following statements, fill in the blank line with the individual whom you think most displays that aptitude.

- _____ has an aptitude for music.
- _____ has an aptitude for math.
- _____ has an aptitude for working with children.
- _____ has an aptitude for cooking.
- _____ has an aptitude for listening to others.
- _____ has an aptitude for drawing.
- _____ has an aptitude for fixing things.
- _____ has an aptitude for remembering names.
- _____ has an aptitude for singing.
- _____ has an aptitude for writing.
- _____ has an aptitude for working with numbers.
- _____ has an aptitude for foreign languages.
- _____ has an aptitude for swimming.
- _____ has an aptitude for sewing.
- _____ has an aptitude for working with his/her hands.
- _____ has an aptitude for sports.
- _____ has an aptitude for working with animals.
- _____ has an aptitude for putting people at ease.
- _____ has an aptitude for thinking logically.
- _____ has an aptitude for acting.

Part II: List all of the aptitudes on the previous page that you have. Are there any others that you have that are not listed?

Part III: Brainstorm a list of five career choices that require some of the same aptitudes that you have.

Student Name _____ Date _____

Career Map

Scoring Standard

You must achieve a rating of "satisfactory" on 14 of the 16 items on the scoring guide to demonstrate competence.

Rating Scale

S= Satisfactory; completed the criterion accurately and completely

U= Unsatisfactory; did not cover the criterion accurately and completely.

Scoring Guide

Criteria	Rating	Comments
1. You complete Part I of the Job Preferences activity sheet	S U	
2. You rank the job preferences on the Job Preferences activity sheet	S U	
3. You give a reasonable rationale as to why a job preference is important or unimportant on the Job Preferences activity sheet	S U	
4. You identify five career choices suitable for your job preferences on the Job Preferences activity sheet	S U	
5. You choose two career choices and write a one-page paper about each career choice	S U	
6. Paper includes a list of specific skills and aptitudes needed for each career choice	S U	
7. Paper includes a list of the education necessary for each career choice	S U	
8. Paper includes a list of any work experience you could gain in high school that would be valuable to the career	S U	
9. Paper includes a list of the advantages and disadvantages of the career	S U	
10. Paper includes the salary range for the career	S U	

Criteria	Rating	Comments
11. Paper includes a description of the projected market for workers in the career	S U	
12. You map the steps needed to make each career a reality	S U	
13. Map includes work and/or community service opportunities	S U	
14. Map includes high school courses needed	S U	
15. Map includes post-secondary education needed	S U	
16. Map includes any related special training, education or licensing needed	S U	

Teacher _____ Date _____

Directions to Teacher

1. Review the directions and scoring guide.
2. You may want to use other types of career testing instruments to help students choose two careers to research.
3. Make information available for students to use in their research.

Employment Trends Presentation

Standards

K.12.6 Analyze projected career opportunities and trends

K.12.14 Describe employment trends in the workplace

Directions

In this activity you will research national, state, and local employment trends. Then you will prepare a multi-media presentation about your findings.

1. Read the scenario below.
2. Research your information. Make sure to keep track of your sources. Locate the following information:
 - Local trends
 - State trends
 - National trends
 - Salary ranges for employment
 - Educational requirements for the jobs
 - Fastest growing occupations
 - Slowest growing occupations
3. Prepare your multi-media presentation. Make sure to include all of the information under Step 2. Cite your sources when appropriate.
4. Deliver your presentation to your peers and instructor. Make sure you meet all of the requirements on the scoring guide.

Scenario

You work for the Chamber of Commerce for your local community. The Chamber has been asked to participate in a conference by presenting a sectional on employment trends in your community. Your employer has asked you to be part of the presentation team. Your presentation needs to present employment trends in your community and compare your findings with trends in the state and nation.

Conduct the research necessary and then prepare a multi-media presentation to present your findings.

Student Name _____ Date _____

Employment Trends Presentation

Scoring Standard

You must achieve a rating of at least "2" on each criterion to demonstrate competence.

Rating Scale

3= Exceeds expectations

2= Meets expectations

1= Does not meet expectations fully

0= Information is missing, incorrect, or incomplete

Scoring Guide

Criteria	Rating	Comments
1. Presentation provides information on local trends	3 2 1 0	
2. Presentation provides information on state trends	3 2 1 0	
3. Presentation provides information on national trends	3 2 1 0	
4. Presentation cites sources of information	3 2 1 0	
5. Presentation provides salary ranges for employment	3 2 1 0	
6. Presentation indicates educational requirements for jobs	3 2 1 0	
7. Presentation indicates fastest growing occupations	3 2 1 0	
8. Presentation indicates slowest growing occupations	3 2 1 0	
9. Presentation uses multi-media to display information	3 2 1 0	
10. You present information in an organized, professional manner	3 2 1 0	

Teacher _____ Date _____

Directions to Teacher

1. Review the directions and scoring guide.
2. Provide resources for obtaining information on employment trends.
Resources might include the Internet, job placement agencies, newspapers, technical college placement services, etc.
3. If desired, divide students into groups of two or three to complete the activity.
4. Arrange for students to present their work to the class.

Demonstrate Work Habits

Standard

K.12.8 Demonstrate habits needed for career success

Directions

For this activity you will be assessed on the characteristics that are needed for career success. Over a period of time, your instructor will either have your employer evaluate your demonstration of work habits needed for career success, or you will participate in a work simulation demonstrating similar work habits. Obtain specific directions for this activity from your instructor.

Student Name _____ Date _____

Demonstrate Work Habits*Scoring Standard*

You must achieve a rating of at least "2" on each criterion to demonstrate competence.

Rating Scale

3= Proficient; performs criterion independently and often exceeds basic criteria

2= Intermediate; performs criterion at expected level with little or no assistance

1= Introductory; is familiar with criterion but may need assistance in completing

0= Did not demonstrate the criterion

Scoring Guide

Criteria	Rating	Comments
1. You effectively participate in a group	3 2 1 0	
2. You demonstrate responsible attendance	3 2 1 0	
3. You seek help when necessary	3 2 1 0	
4. You accept and use suggestions	3 2 1 0	
5. You reflect the image of the company through appearance	3 2 1 0	
6. You make an effort to meet assigned goals	3 2 1 0	

Teacher _____ Date _____

Directions to Teacher

Since habits need to be evaluated over time, the criteria provided are best evaluated when students are in a co-op position. However when this is not possible, you could evaluate the criteria during a workplace simulation or project in any class. Organize students into "companies" and assign specific positions to students to simulate a workplace. Evaluate the criteria over a specific amount of time.

Community Involvement

Standards

K.12.9 Experience paid/unpaid work opportunities

K.12.10 Explain the benefits of community involvement

Directions

For this activity you will participate in a local community activity and then write a reflection paper on your experience.

1. As a class or within a small group, identify several specific organizations in your community that serve the needs of target populations. Consider organizations in many categories: human/social service agencies, scouting programs, hospitals, religious programs, environmental and business organizations, senior citizen groups, clubs, etc. You may want to use your local newspaper, telephone book, or Chamber of Commerce materials to locate specific groups.
2. Select one of the organizations that interests you, one with which you already have some connection, or one that is readily accessible to you. Think about skills you have to share with the group. For example, if you are skilled in computers, athletics, reading, or the arts, link with a group where you can use those skills. Make sure the organization you select can use you as a volunteer within the time frame specified by your instructor.
3. Submit the following information to your instructor:
 - Name of the organization
 - Mission of the organization
 - Target audience for the organization
 - Why you chose the organization
 - What (specifically) you plan to do to participate in the organization
4. Become involved in the service/event. Be a participant as well as an analyst. Collect data relative to the impact of the service/event on the target population. Note how the event meets the needs of the target audience. Note whether or not progress is made toward the mission of the organization.
5. Prepare a written analysis of your experience. Make sure your analysis meets all of the requirements on the scoring guide.

Student Name _____ Date _____

Community Involvement Analysis Paper

Scoring Standard

You must achieve a rating of at least "2" on each criterion to demonstrate competence.

Rating Scale

3= Exceeds expectations

2= Meets expectations

1= Does not meet expectations fully

0= Information is missing, incorrect, or incomplete

Scoring Guide

Criteria	Rating	Comments
1. Analysis includes a description of the organization	3 2 1 0	
2. Analysis includes a description of the target population served by the organization	3 2 1 0	
3. Analysis includes a summary of the service/ event you participated in (specifically) and the role you played	3 2 1 0	
4. Analysis includes a description of the impact of the service/event on the target population	3 2 1 0	
5. Analysis includes a description of the impact of the service/event on you	3 2 1 0	
6. Analysis includes a reflection on the impact of the service/event on the community	3 2 1 0	
7. Analysis is supported by specific examples	3 2 1 0	
8. Analysis is professionally presented	3 2 1 0	
9. Analysis evidences correct spelling, grammar, and punctuation	3 2 1 0	

Teacher _____ Date _____

Directions to Teacher

This task can be completed individually or in small groups; but each student must create his/her own analysis. Community service projects might include any of the following: tree plantings, environmental clean-ups, computer service work for senior citizens, reading for the visually impaired, services for the hospitalized or recovering, tax preparation, etc.

Social and Ethical Standards

Standard

K.12.11 Discuss social and ethical standards of the workplace

Directions

For this activity you will interview a person of your choice regarding the social and ethical standards present at his/her workplace.

1. Choose a person to interview. You may conduct the interview in-person, over the phone or via e-mail. The interview will take about 15 minutes to complete.

The person you interview must currently be employed at a company with ten or more employees. He/she must have worked there for at least one year.

2. Conduct the interview. Use the Social and Ethical Standards Interview Guide to assist you. Record your responses.
3. Synthesize your findings into a brief report.
 - Indicate who you interviewed, where he/she is employed, job he/she performs, length of employment, etc.
 - Identify three social standards at the workplace. Give an example of how each functions at that company. Give an example of a time when one of the standards was violated and what happened.
 - Identify three ethical standards at the workplace. Give an example of how each functions at that company. Give an example of a time when one of the standards was violated and what happened.
 - Conclude with a personal reflection on social and ethical standards in the workplace.

Name of Person Interviewed _____

Company _____

Position _____

Length of Employment _____

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Student Name _____ Date _____

Social and Ethical Standards Report

Scoring Standard

You must achieve a rating of at least "2" on each criterion to demonstrate competence.

Rating Scale

3= Exceeds expectations

2= Meets expectations

1= Does not meet expectations fully

0= Information is missing, incorrect, or incomplete

Scoring Guide

Criteria	Rating	Comments
1. Report includes a description of who you interviewed, where he/she is employed, the job he/she performs, length of employment, etc.	3 2 1 0	
2. Report includes three social standards at the workplace and an example of each	3 2 1 0	
3. Report includes three ethical standards at the workplace and an example of each	3 2 1 0	
4. Report includes an example of what happened when social standards were violated	3 2 1 0	
5. Report includes an example of what happened when ethical standards were violated	3 2 1 0	
6. Report includes a personal reflection on the role of social and ethical standards in the workplace	3 2 1 0	
7. Report is professionally presented	3 2 1 0	

Teacher _____ Date _____

Directions to Teacher

1. Lead a discussion on social and ethical standards in the workplace. Brainstorm a list of social standards and another list of common ethical standards. Make copies of the lists for students to use during their interviews.
2. Review the directions and scoring guides. Distribute copies of the Social and Ethical Standards Interview Guide handout.

Apply for a Job

Standard

K.12.12 Prepare documents for a job campaign

Prompt

You are graduating from high school and are in search of a summer job. You would like to take advantage of some of the experiences you have had during your high school career. Search the classified section of your local newspaper (or a newspaper of your choice) and find a job for which you would be qualified. Prepare a letter of application and resume for the position. Also complete the application form for this position. Obtain the application form from your teacher. Make sure your work meets the requirements on the scoring guide.

Directions

In this activity you will complete a job application form, a letter of application and a resume for a job posting. See the scoring guide for the criteria your letter and resume should contain.

Student Name _____ Date _____

Apply for a Job*Scoring Standard*

You must achieve at least 38 points on this scoring guide to demonstrate competence. No criterion can receive a rating of "0".

Rating Scale

3= Exceeds expectations

2= Meets expectations

1= Does not meet expectations fully

0= Information is missing, incorrect, or incomplete

Scoring Guide

Criteria	Rating	Comments
1. Application form is filled out completely	3 2 1 0	
2. Application form is neat and legible	3 2 1 0	
3. Application form contains accurate information	3 2 1 0	
4. Letter of application is formatted correctly	3 2 1 0	
5. Letter of application is addressed to the appropriate person	3 2 1 0	
6. Letter of application includes position you are applying for	3 2 1 0	
7. Letter of application includes at least one reason why you should be considered for the position	3 2 1 0	
8. Letter of application "sells" your skills and abilities	3 2 1 0	
9. Letter of application asks for interview and includes your phone number	3 2 1 0	
10. Resume is neat and legible	3 2 1 0	

Criteria	Rating	Comments
11. Resume contains heading (home, address, phone number)	3 2 1 0	
12. Resume contains accurate and complete information	3 2 1 0	
13. Resume includes information on educational experiences	3 2 1 0	
14. Resume includes information on work/other experiences	3 2 1 0	
15. Resume indicates how to contact references	3 2 1 0	
16. Resume and letter of application are on high-quality bond paper	3 2 1 0	
17. Letter of application and application form are signed by applicant	3 2 1 0	
18. All documents are word processed	3 2 1 0	
19. All documents contain correct spelling, grammar and punctuation	3 2 1 0	

Teacher _____ Date _____

Directions to Teacher

The student should apply for a position for which he or she is qualified.
Obtain a sample application form for students to complete.

Participate in a Mock Interview

Standard

K.12.13 Participate in a mock interview

Prompt

Next month local businesses will be represented at the annual Job Fair. During the Job Fair you will have the opportunity to apply for and interview for a variety of summer jobs. After reviewing the posted job openings, select a job that most closely matches your skills and interests. Follow the directions to schedule an interview.

Directions

For this activity you will participate in a mock interview.

1. To prepare for your interview submit the following items to your teacher:

- A description of a job you want to apply for (or classified advertisement posting)
- A letter of application
- A resume

These items will be given to the interviewer prior to the interview.

2. Participate in the mock interview at the time and place assigned by your teacher.

- Dress appropriately for the interview.
- Plan to arrive 5 minutes early. There may be someone interviewing ahead of you, so wait outside until asked to come in.
- Be prepared to ask at least two questions about the job.

After the interview, the interviewer will give you a few words of feedback and complete the scoring guide.

3. Write a thank you letter to the interviewer following the interview. Give or mail the original to the person who interviewed you and submit a copy to your teacher.

(Optional) Your performance may be videotaped so you, your instructor, and peers may also critique your performance.

Student Name _____ Date _____

Participate in a Mock Interview*Scoring Standard*

You must achieve a "satisfactory" rating on 8 of the 11 criteria to demonstrate competence.

Rating Scale

S= Satisfactory; completed the criterion accurately and completely

U= Unsatisfactory; did not cover the criterion accurately and completely

Scoring Guide

Criteria	Rating	Comments
1. You present interviewer with a completed job application, letter, and resume	S U	
2. You arrive for the interview on time	S U	
3. You are dressed at least "one step" above that expected of daily wear; wear no tennis shoes, blue jeans, or T-shirts	S U	
4. You greet the interviewer with confidence and warmth	S U	
5. You answer questions thoroughly	S U	
6. You show sincere interest and enthusiasm for the position	S U	
7. You ask questions that show knowledge about the company and insight about the job, but are not benefits-related	S U	
8. You maintain eye contact	S U	
9. You demonstrate comfortable, poised manner	S U	
10. You are courteous	S U	
11. You express appreciation to the interviewer	S U	

Teacher _____ Date _____

Directions to Teacher

Post a variety of job ads in the classroom that include requirements that match the students' skills. Arrange for business representatives to be available to interview learners during a mock (or actual) Job Fair, or arrange for other school employees or parents to conduct the mock interviews. Allow about 15 minutes for each interview. Secure a site for the interviews either on campus or at business sites.

Distribute the scoring guides and the student packets (job ad, letter of application and resume) to the interviewers in advance. Provide interviewers with a general list of interview questions that could be used to interview the students. Note that the interviewer should provide some verbal feedback to the student immediately following the interview and then complete the scoring guide later and submit it to you for distribution to the student.